WHAT IS CLAIMED IS:

1. A plastic container, comprising:

a substantially cylindrical sidewall;

a base attached to a lower portion of the sidewall;

a finish attached to an upper portion of the sidewall;

a vacuum panel located in the sidewall;

a raised island protruding from the vacuum panel and surrounded by the vacuum panel, cross sectional areas of the island being defined as areas in horizontal planes of the container;

an upper portion of the island;

a middle portion of the island adjacent to the upper portion; and

a lower portion of the island adjacent to the middle portion;

wherein a cross sectional area of the middle portion is less than a cross sectional area of the upper portion and less than a cross sectional area of the lower portion.

2. The container of claim 1, wherein the island is a peanut shape.

3. The container of claim 1, wherein the middle portion is a substantially horizontal rib that has a depth in a radial direction of the container that is less than a depth, in the radial direction, of one of the upper portion and the lower portion.

4. The container of claim 3, wherein the depth of the middle portion is less than one half of the depth of one of the upper portion and the lower portion.

5. The container of claim 4, wherein the depth of the middle portion is less than one third of the depth of one of the upper portion and the lower portion.

6. The container of claim 5, wherein the depth of the middle portion is less than one quarter of the depth of one of the upper portion and the lower

portion.

7. The container of claim 1, wherein the raised island is bisected by the middle portion.

8. The container of claim 1, further comprising a plurality of vacuum panels spaced symmetrically around the sidewall.

9. The container of claim 8, wherein each of the vacuum panels has a raised island protruding there from and surrounded thereby, cross sectional areas of the island being defined as areas in horizontal planes of the container, each island having

an upper portion;

a middle portion adjacent to the upper portion; and

a lower portion adjacent to the middle portion;

wherein a cross sectional area of the middle portion is less than a cross sectional area of the upper portion and less than a cross sectional area of the lower portion.

10. The container of claim 1, wherein the vacuum panel has two vertical ribs.

11. The container of claim 10, wherein the vertical ribs are indentations in the vacuum panel.

12. The container of claim 11, wherein the island is located between the vertical ribs.

13. A method of reducing deformation in a plastic container, the method comprising:

providing the container with a substantially cylindrical sidewall;

providing the container with a base attached to a lower portion of

the sidewall;

providing a finish attached to an upper portion of the sidewall;

providing a vacuum panel located in the sidewall;

providing a raised island protruding from the vacuum panel and surrounded by the vacuum panel, cross sectional areas of the island being defined as areas in horizontal planes of the container;

providing an upper portion of the island;

providing a middle portion of the island adjacent to the upper portion; and

providing a lower portion of the island adjacent to the middle portion;

wherein a cross sectional area of the middle portion is less than a cross sectional area of the upper portion and less than a cross sectional area of the lower portion.

14. The method of claim 13, wherein the island provided in a peanut shape.

15. The method of claim 13, wherein the middle portion is provided as a substantially horizontal rib that has a depth in a radial direction of the container that is less than a depth, in the radial direction, of one of the upper portion and the lower portion.

16. The method of claim 15, wherein the depth of the middle portion is less than one half of the depth of one of the upper portion and the lower portion.

17. The method of claim 13, wherein the raised island is bisected by the middle portion.

18. The method of claim 13, further comprising providing a plurality of vacuum panels spaced symmetrically around the sidewall,

wherein each of the vacuum panels is provided with a raised island protruding there from and surrounded thereby, cross sectional areas of the island being defined as areas in horizontal planes of the container, each island having

an upper portion;

a middle portion adjacent to the upper portion; and

a lower portion adjacent to the middle portion;

wherein a cross sectional area of the middle portion is less than a cross sectional area of the upper portion and less than a cross sectional area of the lower portion.

19. The method of claim 13, wherein the vacuum panel is provided with two vertical ribs, the vertical ribs being indentations in the vacuum panel, and

the island is located between the vertical ribs.